



# Reinventing Professional Services: Building Your Business in the Digital Marketplace

*Ari Kaplan*

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# Reinventing Professional Services: Building Your Business in the Digital Marketplace

Ari Kaplan

**Reinventing Professional Services: Building Your Business in the Digital Marketplace** Ari Kaplan  
How engaging technology and relationships can help you stand out, attract business and achieve a more dynamic professional life

The technological landscape has reshaped the way white collar workers cultivate and promote their businesses. The Transformation of Professional Services is an engaging look at how licensed experts are adapting to today's dynamic economic environment.

From Ari Kaplan—a recognized advisor on business and career development—*Reinventing Professional Services: Building Your Business in the Digital Marketplace* offers insights on taking advantage of enterprising techniques to stand out and position one's self as an insightful chameleon rather than as an isolated purveyor of facts and figures.

- Details the importance of offering resources instead of simply selling
- Reveals strategies for increasing one's searchability and distinguishing one's self in an economic downturn or recovery
- Offers advice readers can immediately use to strengthen client relationships

Written in a straightforward and accessible style, this book provides engaging guidance for anyone in the professional services field—from business consultants, financial advisers, and lawyers to accountants, real estate brokers, and appraisers.

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